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37 CFR 1.98(a)(1) Reference Citation for Information Disclosure Statement

Neifeld Docket No: PIP155CARR-US

Application/Patent No: 10/559,937

USPTO CONFIRMATION NO: 1038

File/Issue Date: 12/8/2005

Inventor/Title: Carr/Assumed Demographics, Predicted Behavior, and Targeted Incentives

Examiner/ArtUnit:

ENTITY STATUS: Large

Priority claims: 60/503,877, filed on 9/22/2003

LISTING OF UNITED STATES PATENTS - U series

[illegible]

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LISTING OF UNITED STATES PUBLISHED APPLICATIONS - P Series

EXAMINER INITIALS	REFERENC E NUMBER (P SERIES)	PUBLICATION NUMBER	PUBLICATION DATE (MM/DD/YYYY)	NAME OF PATENTEE OR APPLICANT	PAGE/LINE AND FIGURE/ELEMENT OF RELEVANT MATERIAL AND/OR IDENTIFICATION OF PRIORITY APPLICATION IN WHICH REFERENCE CITED ("Of Record" indicates that the reference is already of record.")
	P-001	2001/014868	08/16/2001	Herz	Of Record

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LISTING OF FOREIGN AND INTERNATIONAL PATENT DOCUMENTS - F Series

EXAMINER INITIALS	REFERENCE NUMBER (F SERIES)	PUBLICATION NUMBER	PUBLICATION DATE (MM/DD/YYYY)	COUNTRY OR REGION	PAGE/LINE AND FIGURE/ELEMENT OF RELEVANT MATERIAL	ENGLISH LANGUAGE TRANSLATION ATTACHED? (YES OR NO) AND/OR IDENTIFICATION OF PRIORITY APPLICATION IN WHICH REFERENCE IS CITED ("Of Record" indicates that the reference is already of record.)
	F-001	WO 02/054324	07/11/2002	WO		This application corresponds to Japanese Laid-Open Patent Application No. 2005-502933 Of Record
	F-002	JP 2001-282982	12/10/2001	JP		Of Record
	F-003	JP 2001-175761	06/29/2001	JP		No English translation Of Record
	F-004	JP 2003-203181	07/18/2003	JP		No English translation Of Record
	F-005	WO 99/03030	01/21/1999	WO		Of Record
	F-006	WO 99/12117	03/11/1999	WO		Of Record
	F-007	WO 01/71683	09/27/2001	WO		Of Record

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LISTING OF NON PATENT LITERATURE - O Series

EXAMINER INITIALS	REFERENCE NUMBER (O Series)	PUBLICATION DATE (MM/DD/YYYY)	INCLUDE IN SEQUENCE: Name of first author (in CAPITAL LETTERS), Title in quotation marks, name of publication, date or publication, page numbers, publisher, city of publication, and country of publication	ENGLISH LANGUAGE TRANSLATION ATTACHED? (YES OR NO) AND/OR OR IDENTIFICATION OF PRIORITY APPLICATION IN WHICH REFERENCE IS CITED ("Of Record" indicates that the reference is already of record.)
	O-001	11/13/2003	PCT ISR for PCT/US02/25957	Of Record
	O-002	10/12/2001	Patent Abstracts of Japan, publication number 2001-282982	Of Record
	O-003	06/29/2001	Patent Abstracts of Japan, publication number 2001-175761	Of Record
	O-004	07/18/2003	Patent Abstracts of Japan, publication number 2003-203181	Of Record
	O-005	08/25/2008	English translation of office action in Japanese patent application 2003-579041, office action drafted 8/25/2008	Of Record
	O-006	03/25/2009	ESR for EP 02757131	Of Record
	O-007	06/28/2006	PCT International Report on Patentability with Written Opinion of the ISA in PCT/US04/26736	
	O-008	06/28/2006	PCT ISR for PCT/US04/26736	

Date: 04/21/2010	Examiner's Signature: /Khanh Le/
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